

Message Text

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46

ACTION FSI-01

INFO OCT-01 EUR-06 ISO-00 EB-05 COME-00 PER-01 /014 W

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R 121203Z JUL 74

FM AMEMBASSY MADRID

TO SECSTATE WASHDC 9441

INFO AMCONSUL BARCELONA

UNCLAS MADRID 4432

FOR FSQ (ATTN. MR. ELROD)

E.O. 11652: N/A

TAGS: AFSI, SP

SUBJECT: OVERSEAS BUSINESS AND MARKETING SEMINAR, LONDON,
SEPTEMBER 29-OCTOBER 11

REF: STATE 143281

EMBASSY NOMINATES FOLLOWING PERSONNEL FOR SUBJECT SEMINAR
IN ORDER OF PRIORITY:

1. LEO F. CECCHINI, FSO-5, BORN 6/13/40. CECCHINI MOST
ABLE ECONOMIC/COMMERCIAL OFFICER ON FIRST SUCH ASSIGNMENT
FOLLOWING JUNIOR OFFICER ROTATIONAL ASSIGNMENT PANAMA
1966, DEVELOPMENT OFFICER AID VIETNAM 1968, DEPARTMENT
FOREIGN AFFAIRS ECONOMIC ANALYST 1970. DOA MADRID AUGUST
1973 ON 3 YEAR TOUR. CECCHINI HAS QUICKLY TAKEN HOLD HERE
AND HAS DEVELOPED WIDE SELECTION CONTACTS WITHIN LOCAL
BUSINESS COMMUNITY AND COULD PUT MARKETING INFORMATION
PRESENTED BY SEMINAR TO EXCELLENT USE.

2. ENRIQUE VIQUEIRA, FSL-10, BORN 5/19/24. VIQUEIRA
HAS BEEN WITH AMCONGEN BARCELONA SINCE 1949 AND IS
PLANNING TO CONTINUE UNTIL RETIREMENT IN 1984. HIS
ENTIRE 25 YEARS WITH CONSULATE HAVE BEEN SPENT IN
COMMERCIAL SECTION. PRIOR GOING CONSULATE WAS WITH
PRIVATE BUSINESS FOR 7 YEARS. EDUCATION INCLUDES
3 YEARS SAINT JOSEPH'S COLLEGE IN ENGLAND AND 3
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YEARS BUSINESS SCHOOL IN SPAIN. VIQUEIRA IS KEY FLS

IN ECONOMIC/COMMERCIAL SECTION BARCELONA AND HAS
SPECIFIC RESPONSIBILITIES FOR TRADE PROMOTION SUCH AS
IDENTIFICATION POTENTIAL DISTRIBUTORS AND CUSTOMERS
FOR US PRODUCTS, TRADE OPPORTUNITIES, HANDLING OF US
EXHIBITIONS AND TRADE MISSIONS, AND OBTAINING DATA FOR
MARKET RESEARCH. SEMINAR FEATURING MARKETING PROBLEMS
AND INTERESTS WOULD DEFINITELY BENEFIT VIQUEIRA IN
ASSISTING EXPAND US MARKET SHARE IMPORTANT BARCELONA
AREA. CONSUL GENERAL ZIMMERMAN WARMLY ENDORSES THIS
NOMINATION.
RIVERO

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